

WHAT IS CLAIMED IS:

1. A consumer product display comprising:
a display strip defining a front face and a back face which combine to form a lower section and an upper section, wherein the upper section defines a hanging means and the lower section of the front face is characterized by an exposed adhesive; and
a plurality of consumer products, each separately and removably adhered to the lower section of the front face via the exposed adhesive.
2. The consumer product display of claim 1 wherein the lower section of the front face defines a plurality of discrete product affixing areas, each characterized by an exposed adhesive.
3. The consumer product display of claim 1, wherein the upper section of the front face has a surface area of at least 3 in².
4. The consumer product display of claim 3, wherein:
a first one of the plurality of consumer products has an associated product footprint defined by a contact area between the first one consumer product and the lower section of the front face of the product display strip, and
further wherein the first one of the plurality of discrete product affixing areas is configured to provide an exposed adhesive surface area that is less than the product footprint.
5. The consumer product display of claim 3, wherein each of the plurality of consumer products includes an outer package that resists tearing up to a maximum force, and further wherein each of the discrete product affixing areas is configured to establish an adhesive peel strength that is less than the maximum tear force of the outer package.

6. The consumer product display of claim 3, wherein a first one of the plurality of consumer products includes an outer package, and:
further wherein the outer package includes indicia which define a conventional viewing orientation of the product, and
further wherein a first one of the plurality of discrete product affixing areas defines a desired viewing orientation corresponding to the conventional viewing orientation of the first one of the plurality of consumer products.
7. The consumer product display of claim 6, wherein the outer package is generally rectangular defining a major axis and a minor axis, and the conventional viewing orientation of the product includes the major axis being arranged horizontally.
8. The consumer product display of claim 6, wherein the outer package of the first consumer product is generally rectangular defining a major axis and a minor axis, and the conventional viewing orientation of the product includes the major axis being arranged vertically.
9. The consumer product display of claim 6, wherein a shape of the first product affixing area corresponds with a shape of the outer package of the first consumer product.
10. The consumer product display of claim 6, wherein each of the plurality of discrete product affixing areas defines an identical desired viewing orientation.
11. The consumer product display of claim 1, wherein the hanging means includes a hole.

12. The consumer product display of claim 1, wherein the hanging means includes:
- a fold line formed in the upper section such that the upper section defines a leading free edge above the fold line;
 - a first hole formed in the upper section above the fold line; and
 - a second hole formed in the upper section below the fold line;
- wherein the first hole and the second hole are located relative to each other such that when the upper section is in an unfolded state the holes are linearly aligned perpendicular to the fold line and separated equidistant to the fold line, and when the upper section is in a folded state, the leading free edge is folded to the back face whereby the first hole and the second hole form a continuous hole through the upper section.
13. The consumer product display of claim 12 wherein the leading free edge is adhered to the back face in the folded state.
14. The consumer product display of claim 1, wherein the display strip includes:
- a template strip defining a front face, a back face, an upper portion and a lower portion; and
 - a carrier strip defining a front face and a back face, the front face of the carrier strip being covered with an adhesive;
- wherein the front face of the carrier strip is adhered to the back face of the template strip such that at least a portion of the adhesive remains exposed relative to the template strip to define an exposed adhesive.
15. The consumer product display of claim 14, wherein the exposed adhesive defines a plurality of discrete product affixing areas.

16. The consumer product display of claim 15, wherein the plurality of discrete product affixing areas is defined by a plurality of openings in the lower portion of the template strip.

17. The consumer product display of claim 16, wherein the plurality of openings in the lower portion of the template strip is formed by two longitudinal bands that are connected by a plurality of latitudinal bands.

18. The consumer product display of claim 17, wherein each of the plurality of openings in the lower section of the template strip is generally rectangular in shape and landscape in orientation.

19. The consumer product display of claim 16, wherein each of the plurality of openings are generally circular in shape.

20. The consumer product display of claim 14, wherein the adhesive is a pressure sensitive adhesive.

21. The consumer product display of claim 14, wherein the template strip is formed of paper.

22. The consumer product display of claim 14, wherein the template strip is at least 3.5 mils thick.

23. The consumer product display of claim 22, wherein the template strip is approximately 4.5 mils thick.

24. The consumer product display of claim 14, wherein the hanging means includes the upper portion having a hole.

25. The consumer product display of claim 1, wherein a total length of the display strip is not greater than approximately twenty-three inches.

26. The consumer product display of claim 1, wherein the upper section includes indicia.

27. A method of assembling a consumer product display strip that is configured to adhesively secure packaged consumer products in a removable manner comprising:

- providing a template strip defining a front face, a back face, an upper portion and a lower portion;
- providing a carrier strip defining a front face and a back face, wherein the front face is covered by an adhesive;
- aligning the front face of the carrier strip to the back face of the template strip such that at least a portion of the adhesive remains exposed relative the template strip;
- adhering the front face of the carrier strip to the back face of the template strip via the adhesive.

28. The method of claim 27, wherein the carrier strip includes a removable liner disposed over the adhesive, and wherein assembling the display strip further comprises removing the liner.

29. The method of claim 27, wherein the template strip includes assembly indicia and wherein aligning the carrier strip to the template strip further comprise aligning the carrier strip to the assembly indicia.

30. The method of claim 27, wherein the upper portion of the template strip includes a first hole, a second hole, and a fold line and defines a leading free edge, and wherein assembling the display strip further comprises:

- folding the upper portion at the fold line such that the leading free edge of the upper portion is folded onto the back face of the template strip;
- covering the leading free edge with the carrier strip; and

adhering the leading free edge to the back face of the template strip via the carrier strip.

31. The method of claim 30, wherein an upper portion of the template strip above the fold line includes assembly indicia and wherein covering the leading free edge with the carrier strip further comprises aligning the carrier strip to the assembly indicia.

32. A kit of parts for displaying a plurality of packaged consumer products by adhesively securing the products in a removable manner including:
a template strip defining a front face and a back face;
a carrier strip defining a front face and a back face, the front face of the carrier strip being covered with an adhesive and the carrier strip including a removable liner disposed over the adhesive;
wherein the template strip and carrier strip are capable of being assembled such that when the liner is removed from the carrier strip and the front face of the carrier strip is adhered to the back face of the template strip at least a portion of the adhesive remains exposed in relation to the template; and
a plurality of consumer products, each to be assembled to the portion of adhesive remaining exposed.

33. The kit of parts of claim 32, wherein the template strip, carrier strip, and plurality of parts are provided in a container and further wherein the length of the template strip is no more than twice the longest dimension of the container.

34. The kit of parts of claim 33, wherein a number of products that can be shipped within the container is not reduced by including a plurality of template strips and a plurality of carrier strips, each of the plurality of carrier strips including a removable liner.

35. The kit of parts of claim 32, wherein the kit further includes a set of directions indicating a desired assembly configuration.
36. The kit of parts of claim 35, wherein assembly indicia on the template strip incorporates at least a portion of the set of directions indicating the desired assembly configuration.